CACI

Catchment Summary - Wee Howff Paisley
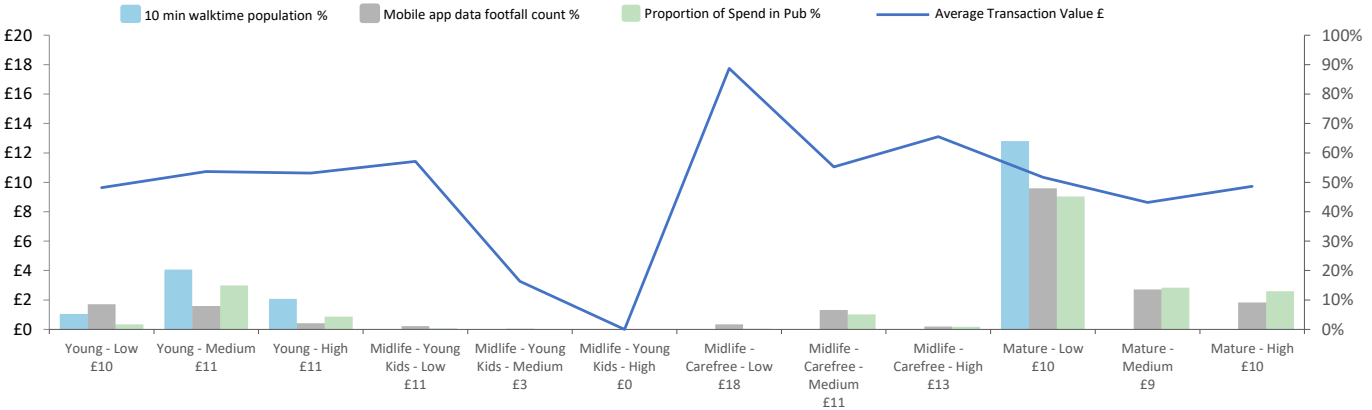
star PUBS&BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
625765	Wee Howff Paisley	PA 1 2AN	Star Pubs & Bars	Circuit Bar	4

Polaris Segments

- 🔴 Young
- 🟠 Midlife - Young Kids
- 🔵 Midlife - Carefree
- 🟢 Mature

★ Pub Sites
N Catchments

Polaris Plus Profile

Legend: 10 min walktime population % | Mobile app data footfall count % | Proportion of Spend in Pub % | Average Transaction Value £

Categories (x-axis):
- Young - Low £10
- Young - Medium £11
- Young - High £11
- Midlife - Young Kids - Low £11
- Midlife - Young Kids - Medium £3
- Midlife - Young Kids - High £0
- Midlife - Carefree - Low £18
- Midlife - Carefree - Medium £11
- Midlife - Carefree - High £13
- Mature - Low £10
- Mature - Medium £9
- Mature - High £10

See the Glossary page for further information on the above variables

CACI

Catchment Summary - Wee Howff Paisley

star PUBS&BARS

*WT= Walktime, **DT= Drivetime

	Over GB Average
	Around GB Average
	Under GB Average

	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	6,237	23,128	589,138	116	125	134

Population & Adults 18+ index is based on all pubs

	Catchment Size (Counts)			Index vs GB Average		
Adults 18+	5,519	20,069	483,015	123	131	138
Competition Pubs	37	61	540	206	169	130
Adults 18+ per Competition Pub	149	329	894	17	38	104
% Adults Likely to Drink	74.9%	75.1%	77.8%	98	99	102

		Catchment Size (Counts)			Index vs GB Average		
Affluence	Low	69.3%	65.4%	43.4%	208	197	131
	Medium	20.3%	25.7%	26.6%	53	67	70
	High	10.4%	8.4%	28.6%	38	31	105

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	832	2,093	53,813	164	111	112
	25-34	1,574	4,610	98,836	189	149	126
	35-44	916	3,523	83,163	111	115	107
	45-64	1,411	5,917	146,999	88	100	97
	65+	786	3,926	100,204	66	88	89
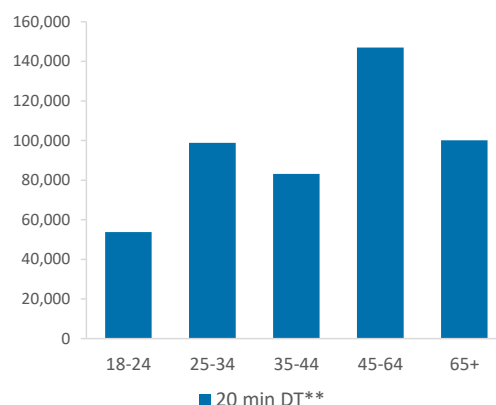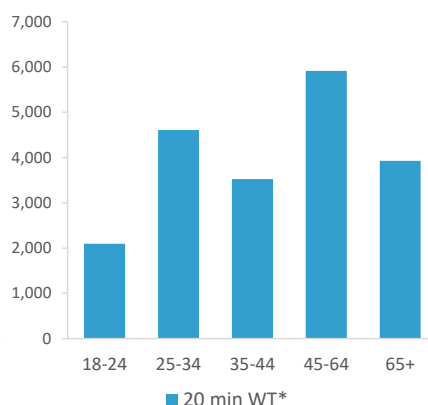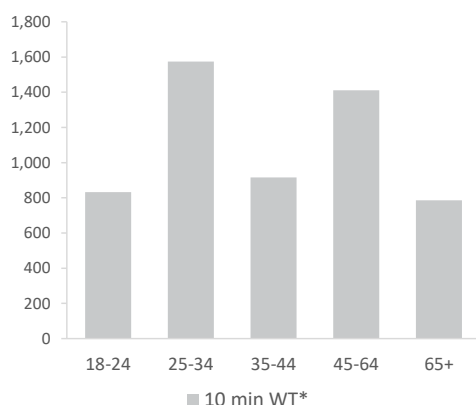
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,270 (52%)	11,821 (51%)	288,231 (49%)	107	104	100
	Female	2,967 (48%)	11,307 (49%)	300,907 (51%)	93	96	100
Economic Status (16+)	Employed: Full-time	2,092 (37%)	7,702 (38%)	185,718 (38%)	109	110	109
	Employed: Part-time	477 (9%)	1,996 (10%)	53,227 (11%)	72	82	91
	Self employed	201 (4%)	801 (4%)	27,244 (6%)	39	43	60
	Unemployed	243 (4%)	760 (4%)	12,043 (2%)	157	135	88
	Full-time student	361 (6%)	945 (5%)	22,932 (5%)	272	195	195
	Retired	803 (14%)	4,026 (20%)	103,820 (21%)	66	90	96
	Other	1,412 (25%)	4,155 (20%)	89,937 (18%)	145	117	104
Total Worker Count		6,404	16,984	305,291			

See the Glossary page for further information on the above variables

Transactional Data Summary - Wee Howff Paisley

Spend by Polaris Plus

GB %

Segment	Percentage
Young - Low	1.7%
Young - Medium	14.9%
Young - High	4.3%
Midlife - Young Kids - Low	0.4%
Midlife - Young Kids - Medium	0.1%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.2%
Midlife - Carefree - Medium	5.1%
Midlife - Carefree - High	0.9%
Mature - Low	45.2%
Mature - Medium	14.2%
Mature - High	13.0%

Percentage of total sales split by Polaris Plus segment within the pub
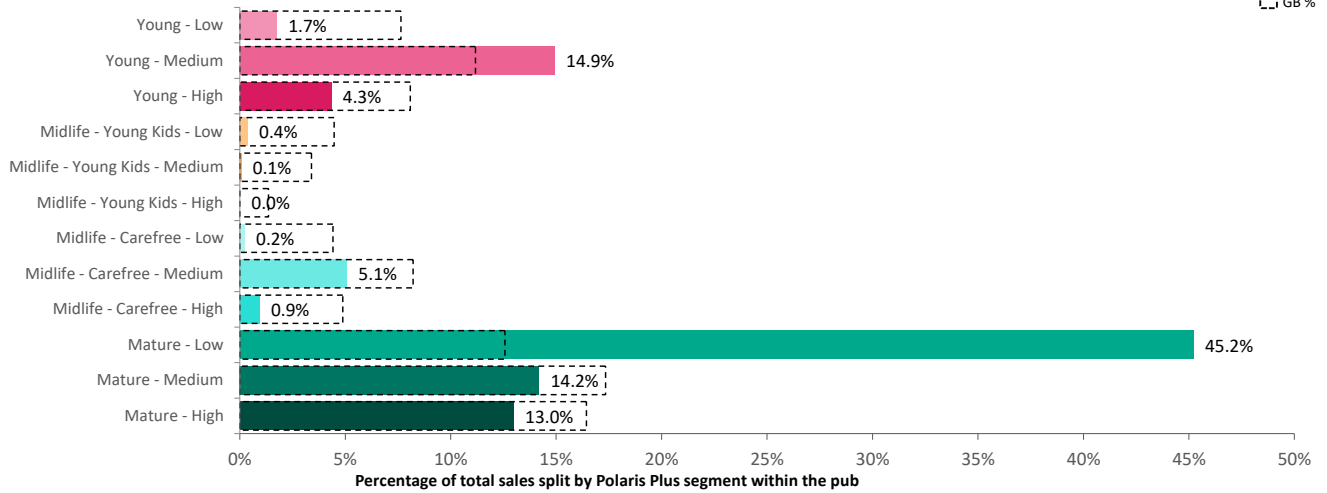
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	2.0%
Young - Medium	14.0%
Young - High	4.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	5.0%
Midlife - Carefree - High	1.0%
Mature - Low	44.0%
Mature - Medium	17.0%
Mature - High	13.0%
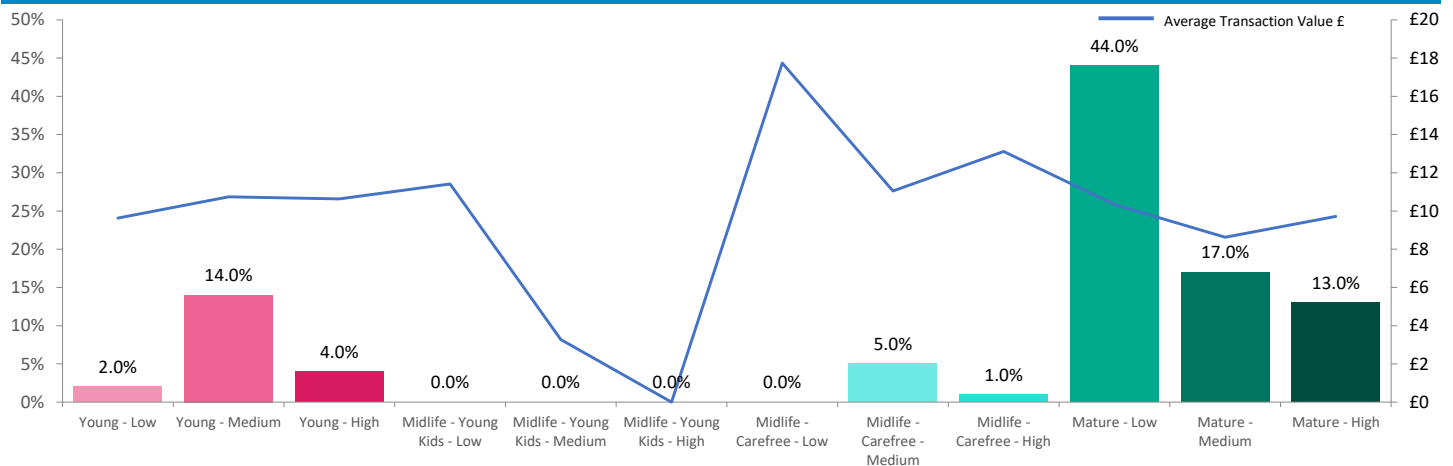
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris
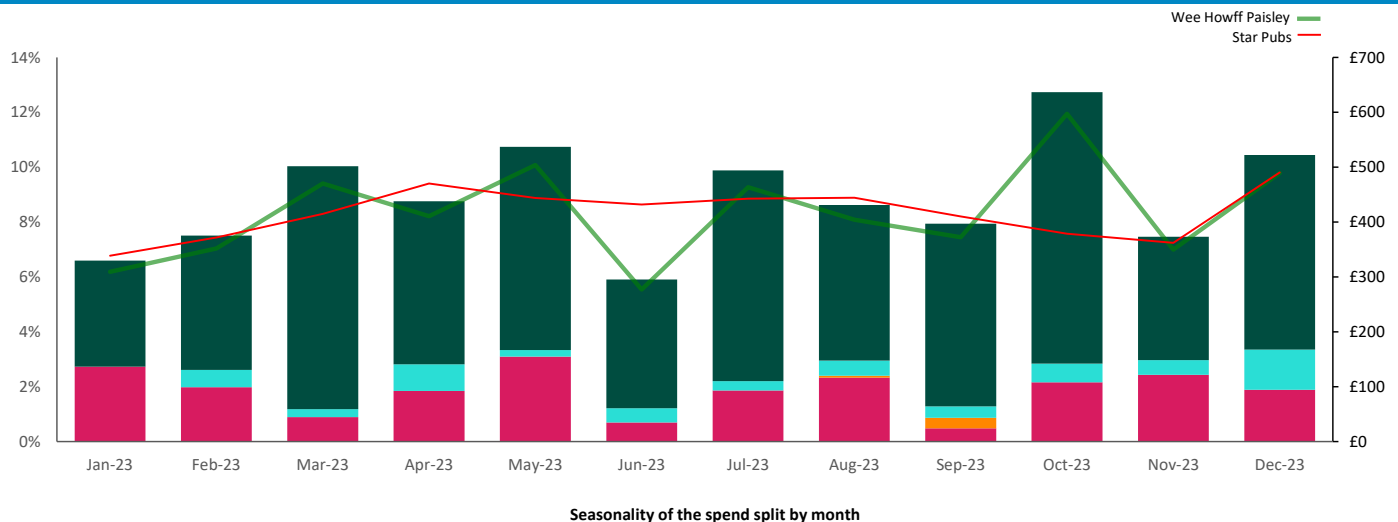
Wee Howff Paisley
Star Pubs

Seasonality of the spend split by month

Mobile Data Summary - Wee Howff Paisley
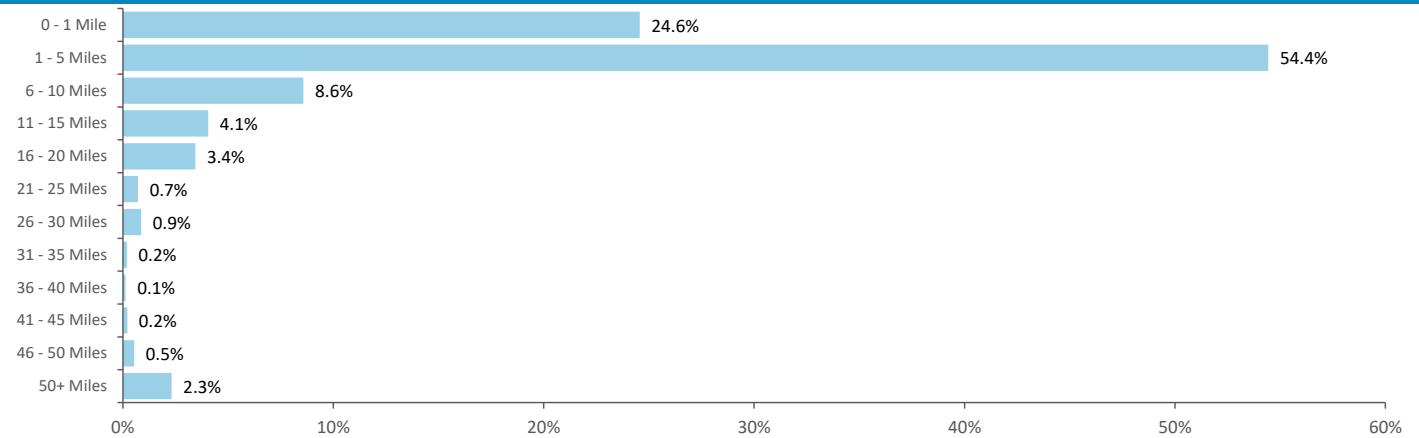
★ star
PUBS & BARS

Time of Day/Day of Week
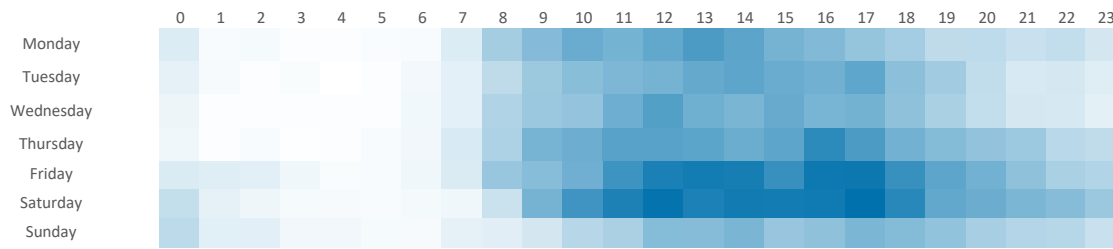
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

Legend: Busyness Index — Benchmark — Transactional Data: Visible Sales Indexed vs GB Average
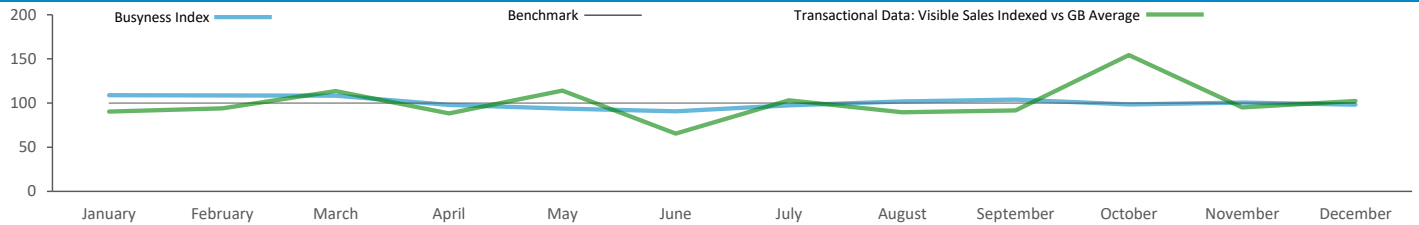
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home

Distance	Percentage
0 - 1 Mile	24.6%
1 - 5 Miles	54.4%
6 - 10 Miles	8.6%
11 - 15 Miles	4.1%
16 - 20 Miles	3.4%
21 - 25 Miles	0.7%
26 - 30 Miles	0.9%
31 - 35 Miles	0.2%
36 - 40 Miles	0.1%
41 - 45 Miles	0.2%
46 - 50 Miles	0.5%
50+ Miles	2.3%

Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Audience Classification by Polaris Plus

☐ Base: GB

Audience	Percentage
Resident	49.8%
Worker	21.4%
Tourist	6.9%
Local Tourist	21.9%
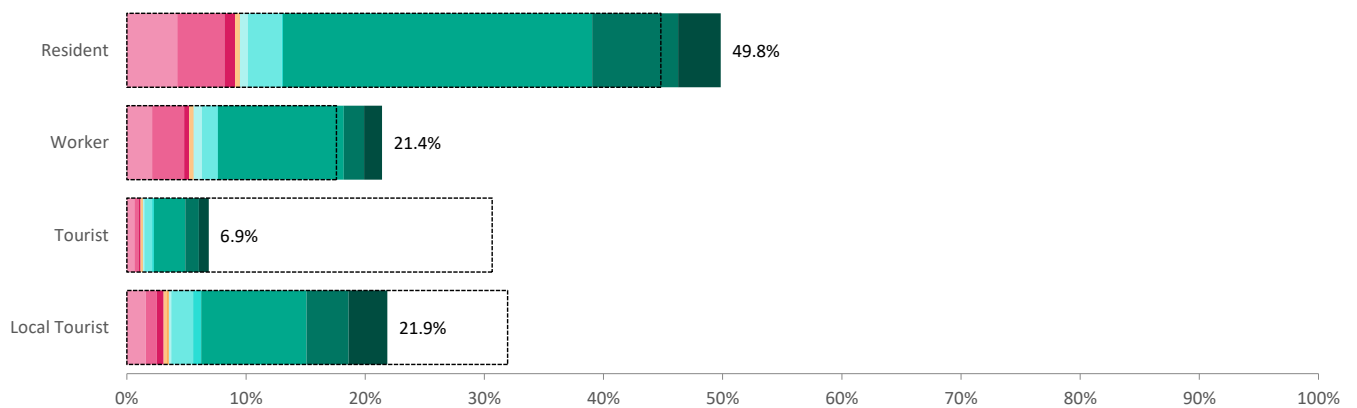
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification
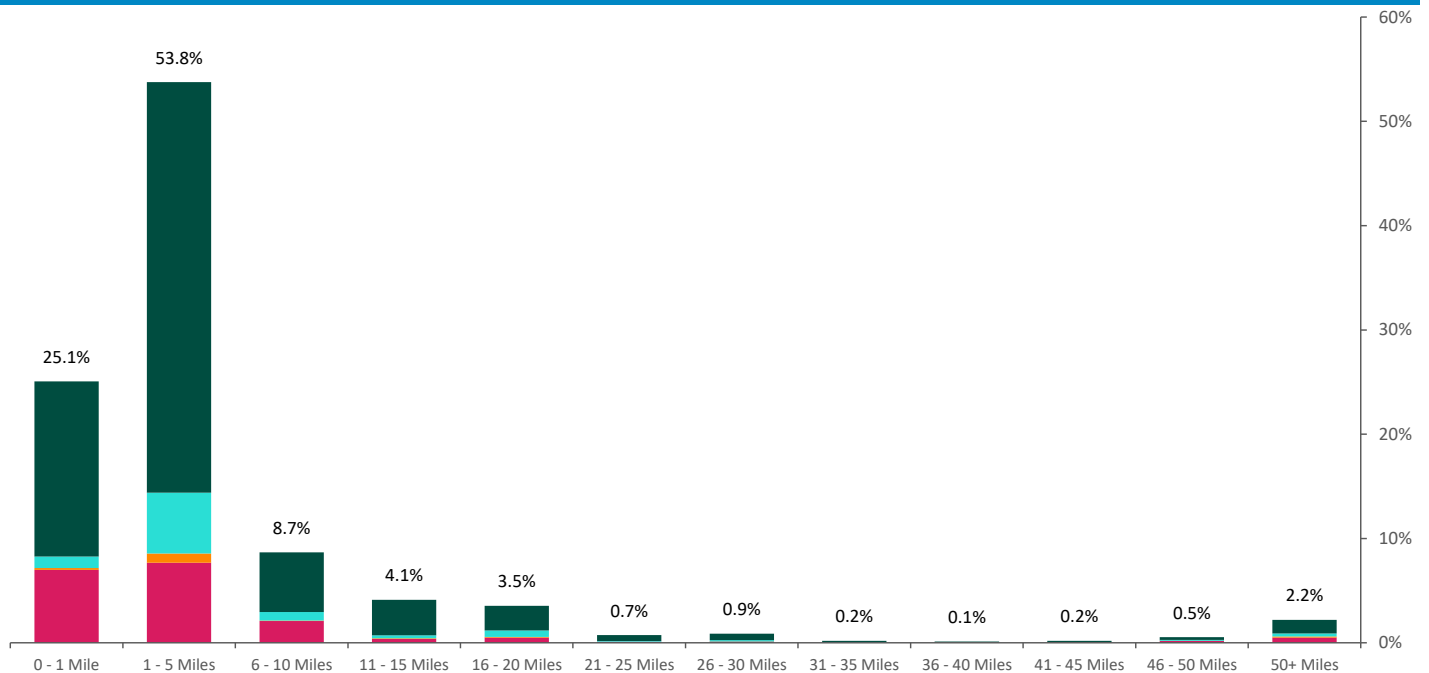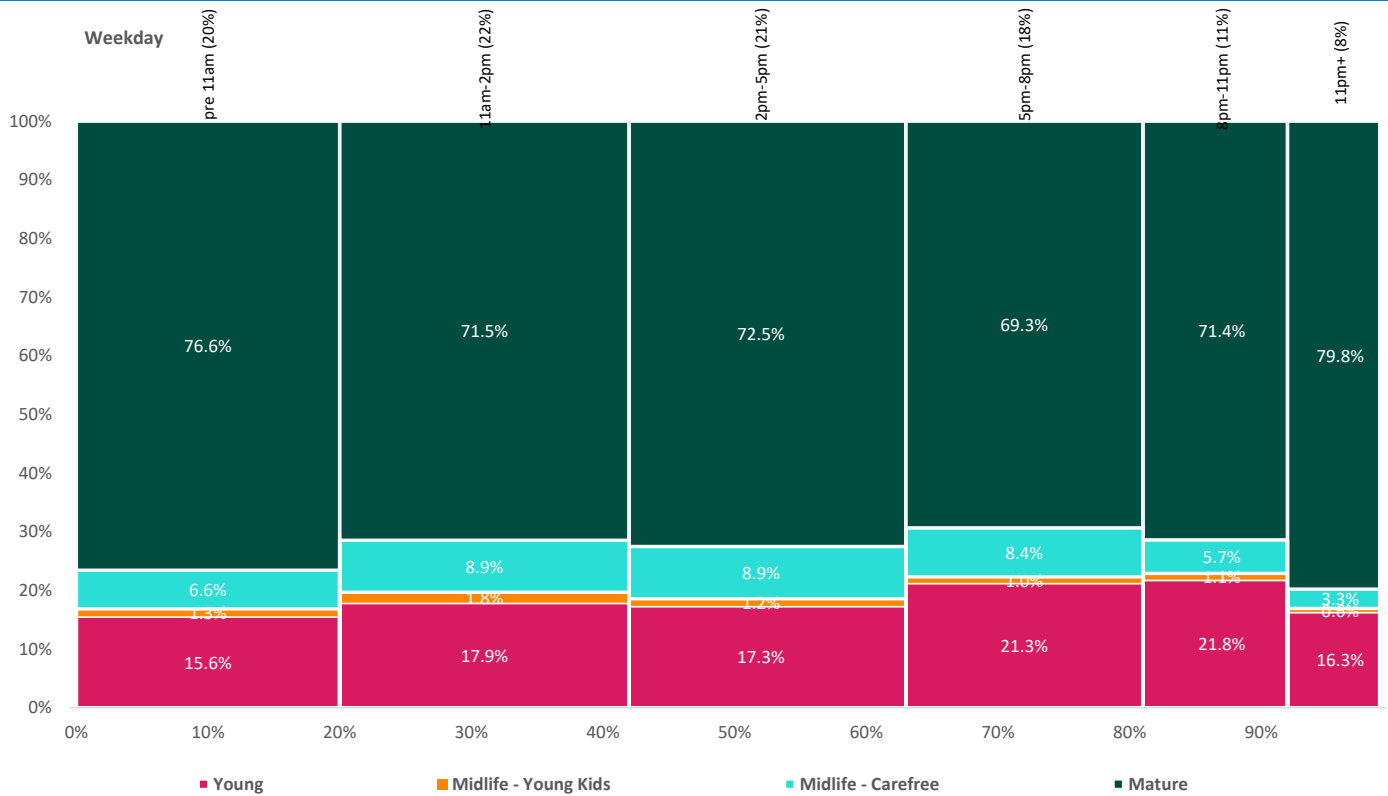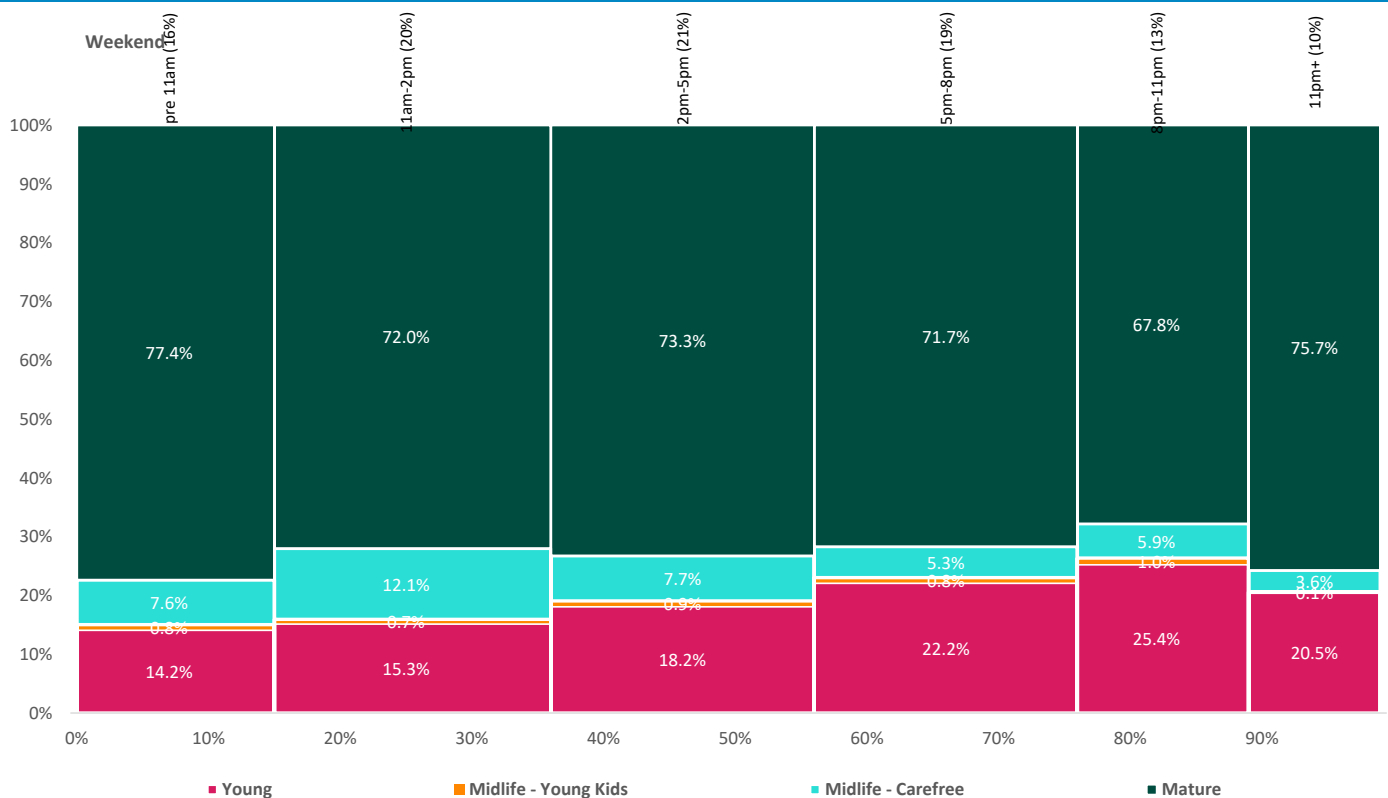
Mobile Data Summary - Wee Howff Paisley

star
PUBS & BARS

Polaris Plus Profile

⬚ GB %

Category	Value
Young - Low	8.6%
Young - Medium	7.9%
Young - High	2.1%
Midlife - Young Kids - Low	1.1%
Midlife - Young Kids - Medium	0.2%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	1.7%
Midlife - Carefree - Medium	6.6%
Midlife - Carefree - High	1.0%
Mature - Low	48.0%
Mature - Medium	13.6%
Mature - High	9.2%
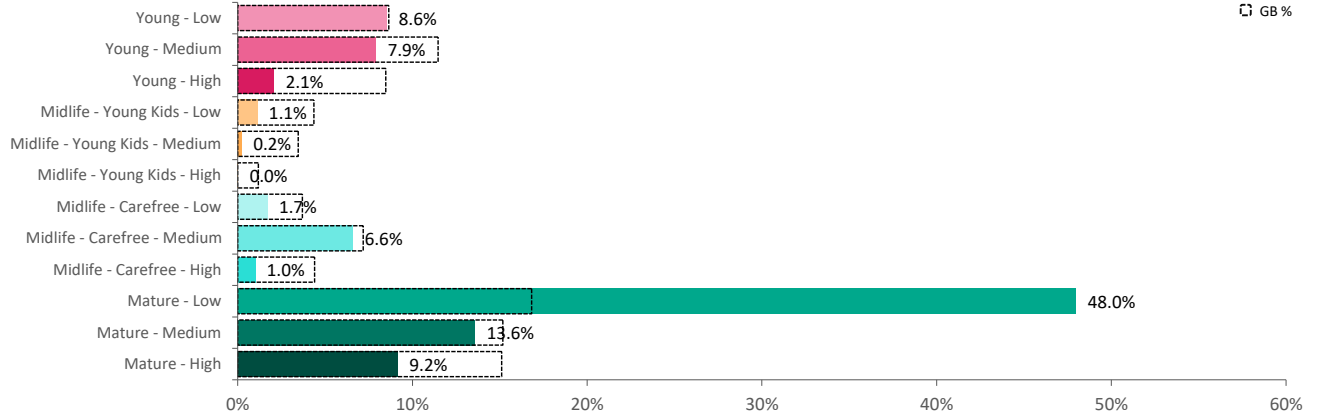
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris

Distance	Value
0 - 1 Mile	25.1%
1 - 5 Miles	53.8%
6 - 10 Miles	8.7%
11 - 15 Miles	4.1%
16 - 20 Miles	3.5%
21 - 25 Miles	0.7%
26 - 30 Miles	0.9%
31 - 35 Miles	0.2%
36 - 40 Miles	0.1%
41 - 45 Miles	0.2%
46 - 50 Miles	0.5%
50+ Miles	2.2%

Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Wee Howff Paisley

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PUBS&BARS

Time of Day by Polaris: Weekday (Monday to Friday)

Weekday

	pre 11am (20%)	11am-2pm (22%)	2pm-5pm (21%)	5pm-8pm (18%)	8pm-11pm (11%)	11pm+ (8%)
Mature	76.6%	71.5%	72.5%	69.3%	71.4%	79.8%
Midlife - Carefree	6.6%	8.9%	8.9%	8.4%	5.7%	3.3%
Midlife - Young Kids	1.3%	1.8%	1.2%	1.0%	1.1%	0.6%
Young	15.6%	17.9%	17.3%	21.3%	21.8%	16.3%

■ Young   ■ Midlife - Young Kids   ■ Midlife - Carefree   ■ Mature

Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

	pre 11am (16%)	11am-2pm (20%)	2pm-5pm (21%)	5pm-8pm (19%)	8pm-11pm (13%)	11pm+ (10%)
Mature	77.4%	72.0%	73.3%	71.7%	67.8%	75.7%
Midlife - Carefree	7.6%	12.1%	7.7%	5.3%	5.9%	3.6%
Midlife - Young Kids	0.8%	0.7%	0.9%	0.8%	1.0%	0.1%
Young	14.2%	15.3%	18.2%	22.2%	25.4%	20.5%

■ Young   ■ Midlife - Young Kids   ■ Midlife - Carefree   ■ Mature

Time of day and busyness from within a 60m radius of the pub calculated using GPS data

Polaris Summary - Wee Howff Paisley

Pub Sites

Catchment

Polaris Segments

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	1,985	5,790	131,579	131	105	99
Midlife - Young Kids	0	85	10,021	0	4	19
Midlife - Carefree	0	401	37,000	0	13	48
Mature	3,534	13,694	297,697	144	154	139
Not Private Households	0	99	6,718	0	38	106
Total	5,519	20,069	483,015			

Polaris Plus Summary - Wee Howff Paisley

★ Pub Sites
Ⓝ Catchment

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High

Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	290	405	22,414	54	21	47
Medium	1,123	4,224	55,323	185	192	104
High	572	1,161	53,842	154	86	166
Midlife - Young Kids						
Low	0	73	5,395	0	7	20
Medium	0	12	4,505	0	1	22
High	0	0	121	0	0	2
Midlife - Carefree						
Low	0	0	7,175	0	0	35
Medium	0	367	20,949	0	26	61
High	0	34	8,876	0	4	41
Mature						
Low	3,534	12,639	174,703	466	458	263
Medium	0	559	47,734	0	18	63
High	0	496	75,260	0	16	104
Not Private Households	0	99	6,718	0	38	106
Total	5,519	20,069	483,015			

CGA Summary - Wee Howff Paisley

Legend:
- ★ Pub Sites
- Ν Catchment

CGA Licensed Premises
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs
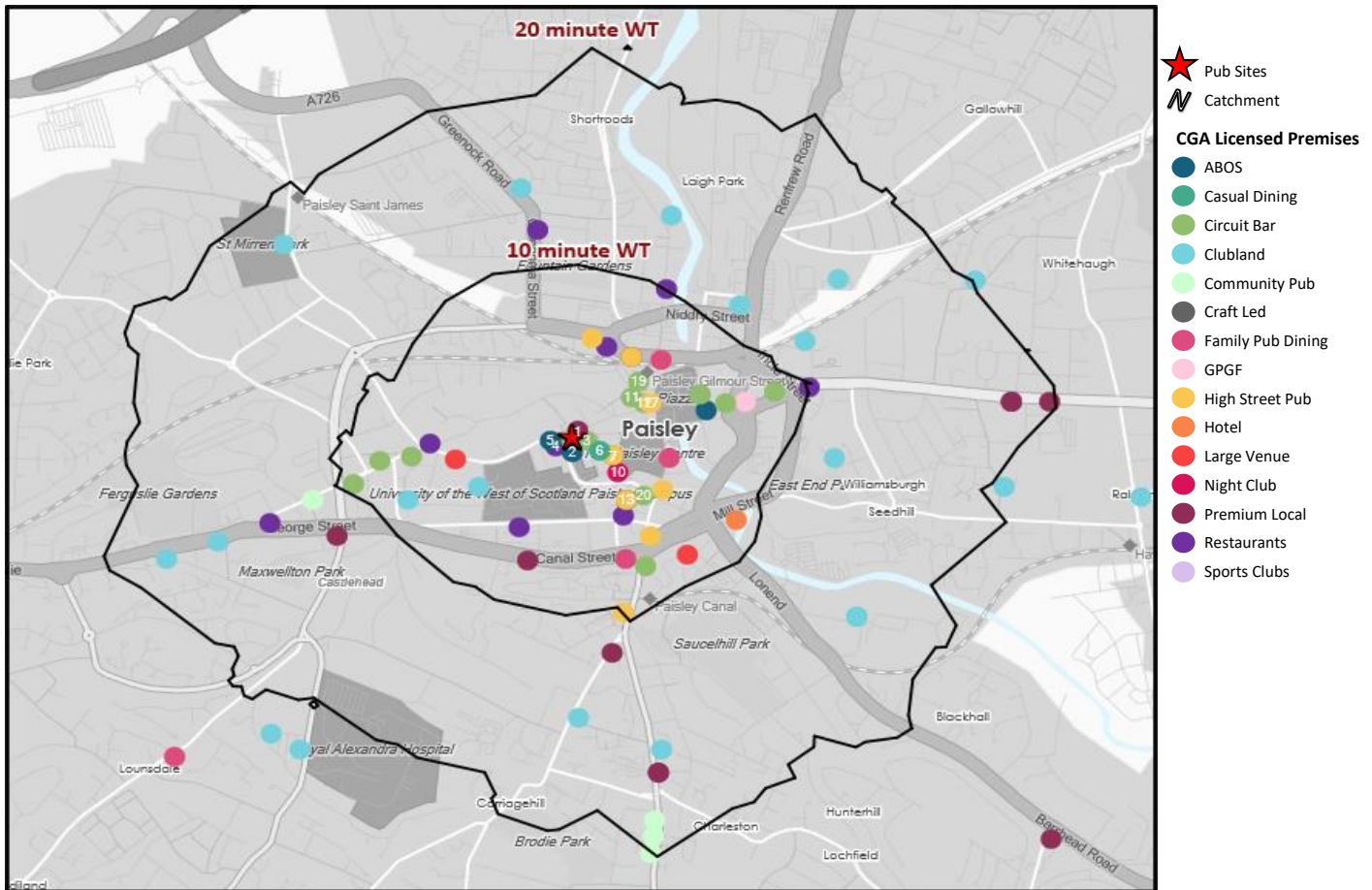
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Wee Howff	PA 1 2AN	Star Pubs & Bars	Circuit Bar	0.0
1	Ugly Duck	PA 1 2DQ	Independent Free	Premium Local	0.0
2	University of Paisley	PA 1 2HB	Independent Free	ABOS	0.0
3	Hogshead	PA 1 2AH	Unknown	Circuit Bar	0.0
4	Cardosis Restaurant & Grill	PA 1 2AR	Independent Free	Restaurants	0.0
5	De Beers	PA 1 2AS	Independent Free	ABOS	0.0
6	Gantry	PA 1 1XY	Independent Free	Casual Dining	0.1
7	Hashtag Bar	PA 1 1XU	Independent Free	ABOS	0.1
7	Bull Inn	PA 1 1XU	Stonegate Pub Company	Circuit Bar	0.1
7	Barga Paisley	PA 1 1XU	Independent Free	High Street Pub	0.1
10	Viennas	PA 1 1YB	3D Entertainment Group	Night Club	0.1
11	Club Bar	PA 1 1BE	Independent Free	Circuit Bar	0.2
12	Brewers Tap	PA 1 1BL	Independent Free	Circuit Bar	0.2
13	Lane	PA 1 1YD	Independent Free	ABOS	0.2
13	Bar Pre	PA 1 1YD	Independent Free	High Street Pub	0.2
13	Jam Jar	PA 1 1YD	Independent Free	Restaurants	0.2
13	Bungalow	PA 1 1YD	Independent Free	High Street Pub	0.2
17	Bankhouse	PA 1 1DD	Independent Free	GPGF	0.2
17	Burger & Keg	PA 1 1DD	Independent Free	High Street Pub	0.2
19	Last Post	PA 1 1BP	Wetherspoons GB	Circuit Bar	0.2
20	Cave	PA 1 1YG	Independent Free	Circuit Bar	0.2

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star PUBS & BARS

*WT= Walktime, **DT= Drivetime
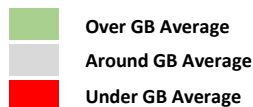
Over GB Average	
Around GB Average	
Under GB Average	

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,519	20,069	483,015
Number of Competition Pubs	37	61	540
Adults 18+ per Competition Pub	149	329	894

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	4	448	8.1%	101
Circuit Bar	13	0	0.0%	96
Community Pub	0	1,988	36.0%	188
Craft Led	0	273	4.9%	143
Great Pub Great Food	1	#VALUE!	0.0%	0
High Street Pub	10	1,655	30.0%	163
Premium Local	2	325	5.9%	36

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	5	1,246	6.2%	77
Circuit Bar	15	0	0.0%	1,050
Community Pub	3	7,134	35.5%	186
Craft Led	0	828	4.1%	119
Great Pub Great Food	2	#VALUE!	0.0%	0
High Street Pub	10	5,944	29.6%	161
Premium Local	7	1,527	7.6%	46

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	100	40,542	8.4%	104
Circuit Bar	70	0	0.0%	28
Community Pub	56	118,278	24.5%	128
Craft Led	0	18,385	3.8%	110
Great Pub Great Food	33	#VALUE!	0.0%	0
High Street Pub	62	101,745	21.1%	114
Premium Local	57	65,258	13.5%	82

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Glossary

★star PUBS & BARS

Category	Explanation
Population	The population count within the specified catchment
Gender	Counts of Males and Females within the specified catchment
Affluence	Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.
	Low: Count of population by Polaris Plus segments which are classified as Low **Polaris Plus Segments:** 1.1, 2.1, 3.1, 4.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3
Age Profile	Counts of residents by Age band
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+
	Full-time: In full-time employment
	Part-time: In part-time employment
	Self employed: In full-time or part-time employment, with or without employees
	Unemployed: Unemployed, not currently working but are actively seeking
	Retired: a person who has retired from a working or professional career
	Other: Includes long term sick, disabled, looking after home/family
Index vs GB Average	The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB
Over GB Average	Index value is > 120
Around GB Average	Index value is between 80 - 120
Under GB Average	Index value is < 80

Polaris Segmentation

Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Wanting to look good in the group	*35-54 year olds Children under 12 at home*	*35-54 year olds No children under 12 at home*	*55+ year olds*
Consumer Insight	*"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."*	*"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"*	*"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."*	*"I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"*
Product needs	• Aids being part of the **group** • Helps me **look good** by **standing out** and making the **right impression** • **Energising** • **Discovering** new things • **Avoids bloating** • **Physical benefit**	• Helps me **look good**, and be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Being romantic**	• **Tastes good** and **looks good** • **Discovering** new things • **Supports connecting** with friends and family • **Enjoyable for longer**	• **Tastes great** • **Good quality** • Helps me **feel good** • **Enjoyable for longer**

Licensed Premises

The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc.

Competition Pubs

Competition Pubs are the following HUK Segments: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining.

Mobile data

Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.

Acorn

Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 7 categories, 22 groups and 65 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.

Transactional data

Consumer Spend data provides actual credit and debit card expenditure for hospitality venues allowing you to see spend and average transaction value at an pub level. The data shows who from a Polaris segmentation is spending in the pub.

Sparsity

Sparsity is a measure of how built-up the area is on a scale of 1-20, with 1 being the most built-up and 20 the least.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Metropolitan			Large Urban									Small Urban				Rural			